

Description and Focus of CVH Alliance Work Groups

The *Wisconsin Plan for Heart Disease and Stroke Prevention 2005-2009* was developed by the Cardiovascular Health (CVH) Alliance in cooperation with the CVH Program. Together, these groups identified six goals that cover the continuum of needs to improve cardiovascular health in Wisconsin:

- Goal 1: expanding the CVH Program's capacity to facilitate collaboration and sharing of best practices
- Goal 2: advancing public policies and advocacy
- Goal 3: supporting community health promotion
- Goal 4: increasing risk factor detection and control
- Goal 5: improving secondary prevention and rehabilitation, and
- Goal 6: working to eliminate health disparities

The strategies associated with these goals are intended to influence the key systems that shape peoples' lives: school, community, business, and health care systems.

The first goal, Capacity Building, is the responsibility of the Cardiovascular Health Program's core staff. The other goals have Work Groups, under the direction of the CVH Alliance Steering Committee, that lead work toward the other goals. Each Work Group has a Chair and a committee of partners and stakeholders from across the state. Following is a summary of each Work Group goal, strategies, and desired participants. For more information on specific tactics and timelines, contact the CVH Program staff or Work Group Chairs.

CAPACITY BUILDING

Goal 1:	Increase the WI CVH Program capacity to promote cardiovascular health in Wisconsin.
Strategy 1:	Increase the network of organizations in the CVH Alliance, and enhance its value to members.
Strategy 2:	Support forums for sharing national and statewide evidence-based and/or best practices for healthy eating, physical activity, tobacco cessation, and a healthy weight.
Strategy 3:	Continue to develop and strengthen surveillance of heart disease and stroke detection and treatment.
Contact:	Mary Jo Brink, MS, RN, CVH Program Coordinator, Division of Public Health, DHFS (608) 266-3702, brinkmj@dhfs.state.wi.us

PUBLIC POLICY AND ADVOCACY WORK GROUP

Goal 2:	Identify and provide information on statewide policies that improve and enable cardiovascular health.
Strategy 1:	Create and support an agenda on cardiovascular health issues to educate public officials and professionals who disseminate information to member organizations/associations.
Strategy 2:	Promote awareness of cardiovascular health initiatives and policies to targeted audiences.
Strategy 3:	Promote the standardization of criteria for professional and paraprofessional certifications/licensure on emergency response to heart attack and stroke, CVD risk prevention, and care (as appropriate to their responsibilities).
Strategy 4:	Improve emergency medical response to heart attack and stroke, including communication center, emergency dispatch and field emergency medical services (EMS).
Participants:	Communities and community organizations, EMS, schools/education associations, employers, business associations, health systems, urban planners.
Chair:	Jeff Ranous, Sr. Advocacy Director, American Heart Association – Greater MW Affiliate (608)221-8866, jeffrey.ranous@heart.org

COMMUNITY HEALTH PROMOTION

Goal 3:	Promote community environments that support healthy behaviors to reduce heart disease and stroke.
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- Strategy 1:** Increase the public's awareness of modifiable risk factors associated with heart disease and stroke.
- Strategy 2:** Improve the public's awareness of the signs and symptoms of heart attack and stroke and the need to call 911 immediately.
- Strategy 3:** Promote the importance of nutrition and physical activity for children in grades K-12.

Participants: Communities, community organizations, chambers of commerce, business organizations, employers, worksite wellness programs, urban planners.

Chair: Sue Gantner, Director of Cardiovascular Program Support, Wausau Heart Institute, (715) 847-2490, sueg@aspirus.org

RISK FACTOR DETECTION AND CONTROL

Goal 4:	Promote early detection and treatment of risk factors for heart disease and stroke.
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- Strategy 1:** Increase rates of detection for cardiovascular risks among adults.
- Strategy 2:** Increase implementation of best practices for early treatment of CVD risk factors.
- Strategy 3:** Create a voluntary statewide youth health index to monitor indicators of healthy behavior in children (grades K-12), including BMI, physical activity, and blood pressure measurement.

Participants: Employers, worksite wellness programs, EMS, health systems, healthcare and clinician associations, schools, communities.

Chair: Kat Rondeau, Regional Director, Product Line Development, Aurora Health Care® (920) 445-2184, kat.rondeau@aurora.org

SECONDARY PREVENTION AND REHABILITATION

Goal 5:	Reduce recurrence, complications, disabilities, and death from heart attack and stroke.
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- Strategy 1:** Improve monitoring and evaluation of CVD management and acute treatment of heart attack and stroke.
- Strategy 2:** Increase the awareness of and adherence to evidence-based clinical guidelines for treatment of CVD in adults and youth.
- Strategy 3:** Provide a clearinghouse for health systems and clinics on establishing and evaluating a team-based approach to heart disease and stroke prevention, care management, and patient self-care.
- Strategy 4:** Increase awareness of and adherence to evidence-based guidelines for rehabilitation services for heart attack and stroke survivors.

Participants: Health systems, healthcare providers, community health clinics, EMS, healthcare and clinician associations.

Chair: Gail Underbakke, RD, ADA Clinical Dietician, UW Hospitals and Clinics, (608) 263-0405, glu@medicine.wisc.edu

HEALTH DISPARITIES

Goal 6:	Work toward the elimination of health disparities in heart disease and stroke.
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Strategy 1: Continue to implement and evaluate programs for team-based approaches to detect and treat CVD risk factors in priority populations.

Strategy 2: Implement data-driven strategies based on state surveillance to reduce disparities.

Strategy 3: Increase the understanding of Wisconsin's disparities related to cardiovascular disease.

Strategy 4: Collaborate with MetaStar, Wisconsin Medicaid, Badger Care, health care systems, and the Wisconsin Primary Healthcare Association to provide improved access to care and quality of care for underserved populations.

Participants: Health systems, clinician and healthcare associations, EMS, communities, community organizations, tribal associations, ethnic organizations.

Chair: **Becky Anderson, RN, NP, Cardiac Care Coordinator, Aurora Women's Pavilion-West Allis, (414)328-7527, becky.anderson@aurora.org**

If you have ideas or time to contribute in these areas, as either a regular participant or contributor to a specific project, please contact the Work Group Chair or CVH Program Coordinator, Mary Jo Brink at brinkmj@dhfs.state.wi.us.